

## ORDER



KLAS

Orders Order / Rev: 37500  
 Alt Order #: 08877242  
 Product Desc: Issue  
 Estimate: 1966  
 Flight Dates: 10/04/12 - 10/12/12  
 Original Date / Rev: 10/03/12 / 10/03/12  
 Order Type: GENERAL

Primary AE:  
 Sales Office:  
 Sales Region:

Mike Jones  
 K-WAS  
 National

Agency Name: Waterfront Strategies  
 Buying Contact:  
 Billing Contact:  
 1010 Wisconsin Avenue  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Patriot Majority  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	44	\$73,400.00	\$62,390.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	44	\$73,400.00	\$62,390.00	0.00
Totals	44	\$73,400.00	\$62,390.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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## Order Share

	Share	Total
KLAS	30%	\$73,400.00

Market	100%	\$244,666.67
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## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,233.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/07/12	10/07/12	8 News Now Sun AM	#CM	8 News Now Sun A-----S		:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
8 News Now Sun AM #1															
8 NEWS NOW SUNDAY MORNING- #1															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12		10/07/12		-----S		1		\$700.00		0.00					
E 2	8	10/04/12	10/05/12	CBS This Morning	7-9a CM	7-9a		:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning															

Order / Rev: 37500  
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Flight Dates: 10/04/12 - 10/12/12

Advertiser: **Patriot Majority**  
Product Desc: **Issue**  
Estimate: **1966**

KLAS

## CBS THIS MORNING

Order / Rev: 37500  
 Alt Order #: 08877242  
 Flight Dates: 10/04/12 - 10/12/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1966

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/08/12	10/12/12	CBS This Morning	7-9a CM	7-9a			MTWTF--	:30	5	\$1,000.00	LV1	0.00	NM	5	\$5,000.00
<b>CBS THIS MORNING</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--			5	\$1,000.00	0.00								
E 15	8	10/08/12	10/12/12	Live w/Kelly	CM	9-10a			MTWTF--	:30	4	\$1,100.00	LV1	0.00	NM	4	\$4,400.00
<b>LIVE! WITH KELLY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--			4	\$1,100.00	0.00								
E 16	8	10/08/12	10/12/12	8 News Now	Noon M-F	CM	12-1230p		MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
<b>8 NEWS NOW AT NOON</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--			3	\$1,200.00	0.00								
E 17	8	10/08/12	10/12/12	8 News Now	5-630p M-FCM		5-630p		MTWTF--	:30	5	\$1,700.00	LV1	0.00	NM	5	\$8,500.00
<b>8 NEWS NOW 5-630p M-FCM</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--			5	\$1,700.00	0.00								
E 18	8	10/08/12	10/12/12	8 News Now	4p M-F	CM	4-5p		MTWTF--	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
<b>8 NEWS NOW 4p M-F</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--			2	\$1,600.00	0.00								
E 19	8	10/08/12	10/12/12	Craig Ferguson		CM	1237a-137a		MTWTF--	:30	5	\$450.00	LV1	0.00	NM	5	\$2,250.00
<b>Craig Ferguson</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--			5	\$450.00	0.00								
E 21	8	10/08/12	10/12/12	8 News Now	11p M-F	CM	11-1135p		MTWTF--	:30	3	\$2,500.00	LV1	0.00	NM	3	\$7,500.00
<b>8 News Now 11p M-F</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--			3	\$2,500.00	0.00								
N22	8	10/07/12	10/07/12	8 News Now	Sun AM #2	CM	8 News Now	Sun A-----S		:30	2	\$1,900.00	LV1	0.00	NM	2	\$3,800.00
<b>8 News Now Sun AM #2</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S			2	\$1,900.00	0.00								

Totals

44

\$73,400.00